

ASHUTOSH VIJAY SHARMA

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PROFESSIONAL PROFILE

10 YEARS

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- Well-presented, highly efficient professional with an experience in **Sales & Marketing**.
 - Having excellent communication skills, comfortable working in a fast paced and growth orientated work environment.
 - A strong orientation and focus towards customer services along with an active commitment to the continuous improvement enable to deliver profitable projects in both domestic and international markets.
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PROFESSIONAL SKILL

Corporate Marketing, Sales Communications, International Business Development & Marketing, Presentations, Trade Show & Exhibitions.

PROFESSIONAL EXPERIENCES

Koelnmesse YA Tradefair Pvt Ltd - Indian Subsidiary of Koelnmesse GmbH

January 2016 – Present

Designation: Project Manager

Projects Supervision:

- **IFEX India** - International Exhibition on Foundry Technology, Equipment, Supplies and Services.
- **ANUTEC India** – International Exhibition on Processing Equipment, Technology, Supplies and Services for food and beverage Industry.
- **Food Logistics India** - International Exhibition on Logistics, Warehousing and Transportation of Food and Beverage Industry.
- **ChemProTech India** - International Exhibition on Chemical Technology, Equipment, Supplies and Services
- **ChemLogistics India** - International Exhibition on Logistics, Warehousing and Transportation of Chemical Industry.

Key Responsibility: -

Sales:

- Responsible for selling exhibition spaces, achieving revenue target and delivering exhibitions with a turnover of above 10 Cr on an annual basis.
- Liaising and networking with higher authority or Government officers of Ministry, State government bodies or trade bodies, Consulates for their support in terms of participation at exhibitions.
- Serving the existing corporate clients and generating new clients for their participation in the exhibition.
- Developing sales strategies to achieve projected revenue of the exhibition.
- Listing and approaching various industry associations or Tradefair agencies to form domestic and international country pavilions in our exhibitions.
- Monitoring and visiting competitors shows to generate more leads and business in terms of participation at the exhibition.

Marketing:

- Understanding dynamic of the exhibition & trade fair & created content & designing of all show brochures & various marketing collaterals.
- Handled all the social media platform viz Facebook, LinkedIn, Twitter, Pinterest etc.
- Designing of Social media pages and artwork for various exhibitions with the support of designer.
- Making for EDM and scheduling the same on weekly basis for both Exhibitor promotion & Visitor Promotion.
- Coordination & negotiation with respective vendors to deliver marketing activities of various exhibitions.
- Generating interested of exhibitors & visitors to participate & visit the scheduled exhibitions.
- Handling & making all promotional strategies like, bus banners, OOH activities, news paper advertisements, venue brandings and other media promotions.

Show Operations:

- Heading Operations of various exhibitions right from venue booking till execution of the show.
- Finding vendors or service providers that fulfills the show requirements.
- Vendor negotiation to achieve optimum & quality service from them while preserving costs.
- Onsite Management to execute all the exhibitions organized in India.

Achievements: -

- Promoted as Project Manager in 2018 due to work excellence.
- Designated as a Show Director for organizing exhibition IFEX India & CAST India with a turnover of over 8.5 Cr.
- Successfully delivered 2 consecutive editions of IFEX India in the year 2019 (Noida) & 2020 (Chennai) respectively.
- Well-coordinated and Successfully able to bring support of Industry Associations from various countries to participate and form domestic and international country pavilions in exhibitions.
- Delivered and supported team for successfully organizing over 20 exhibitions with turnover of over 45 Cr including, exhibitions on Ifex India, Food Logistics, ChemProtech India, ChemLogistics India to name a few.
- Handled more than 11 diverse industry exhibitions and brought business from 3 different countries India, Bangladesh and Sri Lanka for the same successfully.

Hong Kong Trade Development Council (HKTDC) –

Indian Consultant office Worldex India Exhibitions and Promotions Pvt Ltd

Aug 2014 – Jan 2016

Designation: Business Manager - Promotions

Key Responsibility:

- Responsible for Space Selling and exhibitors Participation from three different regions India, Bangladesh and Sri Lanka for the exhibition organized Internationally.
- Responsible for leading, achieving revenue target & delivering profitable business to the company.
- In-charge of forming Indian, Bangladesh and Sri Lankan Pavilion for the different International exhibitions organized in various countries like Hong Kong, Vietnam, Cambodia, Myanmar & Macao.
- Designed e-mailer, collaterals and other promotion material for achieving more exhibitor acquisition.
- Planning of next year's exhibition calendar and inviting the potential clients to visit the exhibition and meeting them for business proposals thereafter.
- Payment follow-ups both with the exhibitors and with exhibition organizers.

Associations and Export Promotion Councils:

- Meeting with the higher Authorities / Decision maker from Industry Associations and Export Promotion Councils, proposing them the platform of their relevant shows to participate in the fair by forming a pavilion with their respective members.
- Providing onsite promotions and ensuring every member of respective Association should be promoted well in the trade fairs.

Achievements:

- Successfully coordinated and got support from Export Promotion Bureau (EPB – Bangladesh) for the exhibition Hong Kong Housewares Fair in 2015 at Hong Kong.
- Accumulated 21 exhibitors from Bangladesh to participate in Hong Kong Housewares Fair and formed Bangladesh Pavilion in 2015 resulting to revenue generation with a turnover of 1.5 Cr.
- Got participation from National Gems and Jewelry Authority of Sri Lanka with 49 Companies to form Sri Lankan Pavilion at HKTDC Hong Kong International Jewelry Show in 2015.
- Achieved over target and recruited 30 exhibitors from Sri Lanka for Macau Gems Fair organized by Mega Expo (Hong Kong) Ltd.
- Successfully convinced The Cotton Textile Export Promotion Council (TEXPROCIL) to form Indian Pavilion with over 18 companies for Vietnam International Textile and Garment Industry Exhibition in 2015.
- Handled more than 11 diverse industry exhibitions and brought business from 3 different countries India, Bangladesh and Sri Lanka for the same successfully.

Abroad Visits:

- **Cologne, Germany:** Attended workshop at our head office Koelnmesse GmbH
- **Sri Lanka:** Travelled Colombo to promote, market & pursue Sri Lankan companies for their participation in Macau International Gem Fair.
- **Hong Kong:** Took a mass of delegates from India as a trade visit for HKTDC Hong Kong Housewares Fair in 2015.
- **Vietnam:** Visited Ho Chi Minh City for providing client services and promoted Indian participation of TEXPROCIL and 18 Textile companies for the Vietnam International Textile and Garment Industry Exhibition in 2015.
- **Bangladesh:** Visited Dhaka to promote exhibitions organized by HKTDC for various industry.

Unnati Events:

June 2011 – June 2014

Designation – Business development and marketing

Key Responsibility:

- Accountable for selling spaces, sponsorship for Consumer Exhibitions & Property expo.
 - Serving the existing corporate clients and generating new clients with regards to their participation in the exhibition.
 - Meeting clients like builders, property agents, advisers to participate in Property expo organized in the region.
 - Maintained professional long-term relations with all the exhibitors to get future businesses.
 - Maintaining and updating data of consumer fair and property expo for their participation in every future exhibition.
 - Generate database by visiting consumer fairs and property expo in all across Maharashtra.
 - Working closely, supervising & coordinate the operational activities, stand designers, contractors, subcontractors & vendors.
 - In charge of accommodation, schedules, travel, day plans for the exhibitions.
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DESIGNATION: BUSINESS DEVELOPMENT MANAGER

Key Responsibility Areas:

- Accountable for space selling yellow pages and Infoline services at a specified region in the city of Mumbai
 - Identifying, meeting & convincing clients to give advertisement on yellow pages and avail Infoline services.
 - Maintaining bonds with existing clients for future business from them.
 - Working with senior manager to come up with ways to best represent the client and also meet their budgets.
 - Closing deals with new clients and maintaining long lasting bond for future business.
 - Reporting regularly to senior manager on progress or problems.
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EDUCATION:

Post Graduate Diploma in Event Management	National Institute of Event Management, Mumbai.	2010 - 2011
Diploma in International Event Management	Awarded by TES'S - Regency International Center Australia	2010 - 2011
Masters of Business Administration in Marketing	ICFAI University.	2007 - 2009
Bachelor of Science	Bhusawal Arts, Science & P.O.Nahata Commerce College – (Under North Maharashtra University)	2004 - 2007

COMPUTER SKILLS: -

- Operating Systems: Windows 2017/2000/NT/XP.
 - Advance knowledge of MS Excel, PowerPoint & Word
 - Knowledge of Social Media Campaigning like LinkedIn, Facebook, Twitter, Instagram etc.
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PERSONAL INFORMATION:

Date of Birth: 1st May, 1987
Marital Status: Married
Nationality: Indian
Language known: English / Hindi / Marathi
Current Address: Flat no.17, Plot No. 16, Green Crest CHS, Amritvan Complex, near Yashodham Vidhyalay Goregaon East, Mumbai, Maharashtra, India – 400063.
Permanent Address: F1, 503 – Tanish Orchid, Off Alandi Road, Charholi Phata, PCMC, Pimpri Chinchwad, Pune, Maharashtra, India – 412105.

Date:

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